GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA

UNSTARRED QUESTION NO:832
ANSWERED ON:19.07.2002
SOCIAL AWARENESS PROGRAMMES
RAVI PRAKASH VERMA

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) whether social awareness programme is being implemented in all the districts of Uttar Pradesh by his Ministry;

(b) if so, the details thereof, district-wise; and

(c) if not, the reasons therefor?

Answer

MINISTER OF STATE OF THE MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT (SHRI S.B. MOOKHERJEE)

(a) and (b) The Ministry of Social Justice & Empowerment is giving publicity to all its schemes and:programmes to generate social awareness across the country including Uttar Pradesh through various forms of Media viz. electronic media, print media, outdoor media ,etc. Details of activities undertaken in this regard are as follows:

(i) A weekly radio programme Sanwarti Jaayein Jeevan Ki Raahein is broadcast over AllIndia Radio`s 30 Commercial Broadcasting Stations (Vividh Bharati), 73 local stations and 15 primary channels/stations of the North-East in Hindi and 19 regional languages. Out of these, three Commercial Broadcasting Stations and three Local Radio Stations are in Uttar Pradesh.

(ii) Radio spots/jingles on the schemes and programmes of this Ministry are being broadcast all over the country through the National Channel of All India Radio.

(iii) Video films produced by the Ministry to generate awareness about its schemes and programmes are being telecast on Doordarshan`s National Network and also over its Regional Kendras.

(iv) Above films are also being screened in rural areas through the Field Publicity Units of the Directorate of Field Publicity, a Media Unit of the Ministry of Information & Broadcasting.

(v) Specific occasions related advertisements are also issued through DAVP to the newspapers all over the country including Uttar Pradesh giving information about the schemes and programmes of the Ministry.

The target groups of this Ministry are spread across the country and in all the areas. Therefore , the publicity of schemes is undertaken in general on all India basis and not district- wise.

(c) Does not arise.